



WTIC-TV

ORDER

Print Date 08/10/12

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Flight Dates 08/11/12-08/13/12

Contract / Revision 379097 /

Original Date / Revision
08/10/12 08/10/12

Advertiser New Direction Project

Agency Luc Inc.

Buying Contact

1027 33rd St NW
Suite 260
Washington, DC 20007Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product

NEW DIRECTION PROJEC

Agency Com 15%

Billing Contact

1027 33rd St NW
Suite 260
Washington, DC 20036

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 06273062

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 03

Advertiser Ref

Order Share 25% Market Value 10900

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	19%	2071
4WVIT	29%	3161
5WTNH	27%	2943
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	5	\$2,316.25	\$2,725.00	0.00	07/30/12	08/13/12	5	\$2,316.25	\$2,725.00
Totals	5	\$2,316.25	\$2,725.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	08/13/12	08/13/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$250.00	03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	1-----		1		\$250.00		0.00					
E 2	61	08/13/12	08/13/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$225.00	03	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	1-----		1		\$225.00		0.00					
E 3	61	08/11/12	08/11/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----1-	:30	1	\$1,000.00	03	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	-----1-		1		\$1,000.00		0.00					
E 4	61	08/12/12	08/12/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----1	:30	1	\$1,200.00	03	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	-----1		1		\$1,200.00		0.00					
E 5	61	08/13/12	08/13/12		CM	5a-6a	1-----	:30	1	\$50.00	03	0.00	NM	1	\$50.00

Contract / Revision **379097** Flight Dates **08/11/12-08/13/12**

Hiatus Dates

Original Date / Revision 08/10/12/ 08/10/12

Order Sep 00:15:00

<u>Advertiser</u>	New Direction Project	<u>Product</u>	NEW DIRECTION PROJEC	<u>Estimate #</u>
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
				M-F 5a-6a												
				M-F 5a-6a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	1-----		1		\$50.00		0.00						
														Totals	5	\$2,725.00